THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) The Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with the Directorate of Advertising and Visual Publicity (DAVP) came into effect from 14.2.2001 and continued till 30.4.2002. These guidelines *inter-alia* lay down norms regarding circulation declared established by the Registrar of Newspapers for India (RNI), standard of printing, non-repetition of contents and non-reproduction of contents from other publications. As against 2519 newspapers/periodicals on DAVP panel during the year 2000-2001; 2045 newspapers/periodicals were there during the year 2001-2002 out of which, 112 newspapers/periodicals, and 80 newspapers/periodicals, respectively were from West Bengal on DAVP panel.

**Drop in the earnings of DD**

4881. SHRI KALRAJ MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the annual earning of the Doordarshan have dropped by several crores during the year 2001-2002, as reported in the Statesman, dated the 22nd April, 2002;

(b) if so, the factors responsible for such a steep drop in its earnings;

(c) whether Doordarshan proposes to take any effective steps to enhance its earnings during the year 2002-2003; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) The gross commercial revenue earned by Doordarshan during the last two years is as under:—

2000-2001 Rs. 637.51 crores

2001-2002 Rs. 615.21 crores

It will be seen that the drop in revenue is only marginal.

(c) and (d) Prasar Bharati has intimated that within the constraints of a Public Broadcaster, Prasar Bharati endeavours to maximise its commercial revenue. Various measures taken by Doordarshan to enhance its revenue include improvement in the transmission quality and reception of Doordarshan Channels through digitalisation, exploiting the commercial potential of various Regional

Kendra rationalisation of Rate Card to make it more attractive for advertisers /marketing agencies, improving the quality of content and presentation of channels, eliciting commercial income from other Government Departments for telecast of their programmes on DD Channels. Prasar Bharati has also intimated that it has started its own marketing set up to boost its commercial earnings.

**UPSC advertisements to Urdu newspapers and periodicals**

4882. SHRI AIMADUDDIN AHMED KHAN (DURRU): Will the Minister of INFORMATION AND BROADCASTING be pleased to state the names of Urdu newspapers and periodicals to whom advertisements of the UPSC were given through DAVP during the period 2000-2001 and 1st January, 2001 to 31 st December, 2002?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): Details of Urdu Newspapers/periodicals to whom UPSC Advertisements were issued by the Directorate of Advertising and Visual Publicity (DAVP) during the year 2000-2001 and 2001-2002 (from 01-04.2001 to 31.12.2001) are given as under :—

| | Year 2000-2001 | Year 2001-2002 (from 01-04.2001 to 31.12.2001) |
|---|---|---|
| Sl. No. | Name of the Newspaper/ periodical | Name of the Newspaper/ periodical |
| 1. | Monsif, Daily, Hyderabad | Monsif, Daily, Hyderabad |
| 2. | Rehnuma-e-Deccan, Daily, Hyderabad | Rehnuma-e-Deccan, Daily, Hyderabad |
| 3. | Siyasat, Daily, Hyderabad | Siyasat, Daily, Hyderabad |
| 4. | Desh Bidesh, Daily, Bhagalpur | Desh Bidesh, Daily, Bhagalpur |
| 5. | Garam Hawa, Daily, Muzaffarpur | Garam Hawa, Daily, Muzaffarpur |
| 6. | Halat-E-Bihar, Daily, Samastipur | Halat-E-Bihar, Daily, Samastipur |